

ADARSH

Ideal Driver Training School

In association with



Proposal Name: ADARSH - Ideal Driver Training School (IDTS), Kolkata

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KarmYog for 21st Century Foundation

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BACKGROUND

Road Safety Issue

According to a survey by World Health Organization (WHO), each year road traffic injuries take away lives of 1.2 million men, women and children around the globe and injure many more. The death toll is on the higher side for the countries, where pedestrians, motorcyclists and passengers are vulnerable and vehicles lack the safety norms; for an example, India.

Despite having adequate provisions in Traffic Rules which directly as well as indirectly helps in ensuring good driving skills among drivers, road accidents are taking lives in large numbers. In 2015, in Kolkata alone around 1 lac drivers and citizens violated traffic rules and 1.5 lac offenders' licenses were impounded. This poses a big question to the quality of Driving Training imparted at large.

Driver Skilling Issue

The need of drivers in India is growing manifold. Following excerpts would ascertain the same.

- Setting up of Driver Training Institutes across the country to meet the demand for drivers in the country. 52% of the demand for skilled workforce in automotive sector is for drivers (MSDE Skill India 2016 Brochure, Special Projects)
- December 2016 Kanpur, at inauguration of the Kaushal Pradarshini (Skill Exhibition), Prime Minister) had shown concern about the training of drivers as he launched the first Drivers' Training Institute. To achieve his dream MSDE has decided to open up 100 Driver Training Institutes all across India.
- NSDC has signed a MoU with OLA cabs. OLA cabs need 1 lakh drivers and we will ensure we provide trained drivers.
- Uber India partners with NSDC, Maruti to skill 1 million by 2018
- Many private companies have shown initiatives and joint hands with ASDC for providing courses in this domain. Most of the commercial vehicle manufacturers have started providing courses on commercial vehicles drivers and other allied courses. The major commercial vehicle manufacturers have understood that the crisis for commercial vehicle drivers would only get worse and it is important for the drivers to be professionally trained (NSDC Auto & Auto Components Sector Report)
- The central government provided training to 80,000 commercial vehicles drivers in 2011 at an expenditure of INR120 crores. This initiative is expected to continue as the shortage of drivers prevails in India (NSDC Auto & Auto Components Sector Report)

To address these issues, there is an urgent need to impart good driving skills to the aspiring as well as present drivers through innovative theory as well as practical training sessions. This need demands of setting up standardised model driving schools where methodically designed driving training can be imparted to aspiring drivers and to those who want to further enhance and hone their already acquired driving skill. Emphasis is required on LifeSkills apart from technical driving skills to have more informed and civilized workforce in this sector.

With this avowed purpose, KarmYog For 21st Century Foundation & Kolkata Police (KP) as an endeavour towards their larger social as well as administrative commitment, have proposed to come together to set up a Ideal Driver Training School (IDTS) with their active cooperation, collaboration, and consultation.

Enclosed below are proposal details of the Ideal Driver Training School (IDTS) to be created as a part of 'Kolkata Jaaago' 'Safe Drive, Save Life (SDSL) initiative.

The setting up of IDTS is spread over 5 years covering 10000 learners directly and empowering almost 1.55 lakh learners through licensing of our learning program and technology. We estimate a cost of 4.99 cr for the same. We understand that Coal India Limited (CIL) is interested in providing CSR funds for IDTS. We look forward to CIL support to make the required and visible impact, by creating a driving school that provide a 'systematic' solution instead of a 'sporadic' one. It will be a model which will establish a benchmark in this space.

Adarsh – Ideal Driver Training School (IDTS)

IDTS is an endeavour to provide an effective and scalable solution for Road Safety & Drivers Skilling issues of India.

The first IDTS would be established in Kolkata. The model would be established to take IDTS and its solutions Pan India in coming times. The project would be self sustainable Year 3 onwards and the revenue earned would be pumped back in expansion of IDTS.

Details of the school are provided as follows.

Basic Information

Proposed Name	Adarsh - Ideal Driver Training School (IDTS)
Established & Managed by	KarmYog for 21 st Century Foundation
Partners	Kolkata Police (KP), IIT Kharagpur, (other motoring industry corporate and industry associations)
Main Campus	KarmYog Institute of Life Skills and Micro-entrepreneurship (ILME) Newtown Kolkata
Special Campus	TTS Tala, Tala Kolkata West Bengal Kolkata
Ancillary Locations	JAAAGO learning clubs at 25 traffic guards (List attached in annexure)

Location wise roles and responsibilities

FEATURES	LOCATIONS (Provide ✓ Mark)		
	MAIN CAMPUS	SPECIAL CAMPUS	ANCILLARY LOCATIONS
Reception & Admission	✓	✓	✓
Distribution and collection of admission forms	✓	✓	✓
Digital infrastructure	✓	✓	
Admin	✓		
Class rooms sessions	✓	✓	✓
Driving practice – practice sessions	✓	✓	✓
Laboratory/Workshop/Simulator		✓	
Hostel Facilities	✓		

Training Details

- Vehicle Type**
- Light Motor Vehicle (LMV)
 - Light Motor Vehicle Commercial (LMV Com)
 - Heavy Motor Vehicle Commercial (HMV)
- Jobs Targeted**
- Personal Drivers
 - Commercial LMV Drivers
 - Commercial HMV Drivers
- Course Duration** Minimum 60 days
(This is more than the stipulated requirement to get Licence)
- Course & Certification** QP NOS aligned (attached in Annexure)
Assessed by Third Party

Candidate Details

Background	BPL families (Annual Family Income less than Rs. 2 Lac)
Gender	Male, Female and Others
Age	18 – 50 years
Candidate Type	<ul style="list-style-type: none"> • Fresh Candidate without driving skills and license • LMV Drivers with license looking to upgrade to LMV Commercial • LMV Commercial looking for upgrade to HMV Commercial
Catchment	<ul style="list-style-type: none"> • All states in East India • Both Rural & Urban Areas
Candidate Selection	<ul style="list-style-type: none"> • Innovative audition based selection • Fee loan provided during training to be paid post placement • No string attached to placement
Selection Criteria	<ul style="list-style-type: none"> • Health and Fitness Test • Eye sight test • Education level • Concentration test

Operational Assumptions

Project Duration (Years)	5
Grant Required for Years	2
Self Sustenance	Year 3 Onward
Setup, Learningware Development (Months)	3
Per Year Training Details	
Training (Months)	12
Training Days Available (Effective)	300
Per Batch Training Duration (Days)	60
Session Per Day (Morning & Evening)	2
Batch Per Year	10
Classes/Lab Available Per Batch	10
Learner Capacity Per Class	20
Learners Per Batch	200
Learner Per Year (10 Batch x 200 Learner Per Batch)	2000
Candidates Mobilized (4x)	8000
Total Learner Trained in 5 Years (@2000 pa)	10000

Manpower

- Manager/Coordinator
- Mobilization Facilitators
- Admission Coordinators
- Trainers
- Academic Admin Facilitators
- Learning Experience Design Team
- Production Team
- Technology Team

IDTS FINANCIALS (INR)

Grant Financial Detail

A	One Time Cost	Unit	Per Unit Amount	Amount	Total
	<i>Content & Technology (One Time)</i>				11,100,000
	<i>Learningware Development (60 Days Course x 4 hr per day)</i>	240	40,000	9,600,000	
	<i>Maintenance & Overhead</i>	1	1,500,000	1,500,000	
	<i>Digital Infrastructure (10 Classes)</i>			-	1,100,000
	<i>Tablets</i>	10	20,000	200,000	
	<i>Laptop</i>	10	30,000	300,000	
	<i>Projector & Speaker</i>	10	60,000	600,000	
	<i>Practical Lab (Stimulator / Second Hand Vehicle)</i>			-	16,000,000
	<i>LMV 7 Labs x 4 Unit</i>	28	250,000	7,000,000	
	<i>HMV 3 Labs x 4 Unit</i>	12	750,000	9,000,000	
	One Time Cost Total				28,200,000
B	Year 1 Cost				
	<i>Delivery</i>				8,000,000
	<i>Venue Rental @ 10000 pm</i>	10	120,000	1,200,000	
	<i>Mobilization Cost</i>	8,000	200	1,600,000	
	<i>Trainer Salary (2 Trainer Per Class) @ 20000 pm</i>	20	240,000	4,800,000	
	<i>Learner Consumables</i>	2,000	200	400,000	
	<i>Operational Cost</i>				1,080,000
	<i>IDLS Management 12 Months</i>	12	90,000	1,080,000	
	<i>License & Certification</i>				1,800,000
	<i>License Fee to RTO</i>	2,000	300	600,000	
	<i>Third Party Assessment by SSC</i>	2,000	600	1,200,000	
	Year 1 Cost Total				10,880,000
C	Year 2 Cost				
	<i>Delivery</i>				8,000,000
	<i>Venue Rental @ 10000 pm</i>	10	120,000	1,200,000	
	<i>Mobilization Cost</i>	8,000	200	1,600,000	
	<i>Trainer Salary (2 Trainer Per Class) @ 20000 pm</i>	20	240,000	4,800,000	
	<i>Learner Consumables</i>	2,000	200	400,000	
	<i>Operational Cost</i>				1,080,000
	<i>IDLS Management 12 Months</i>	12	90,000	1,080,000	
	<i>License & Certification</i>				1,800,000
	<i>License Fee to RTO</i>	2,000	300	600,000	
	<i>Third Party Assessment by SSC</i>	2,000	600	1,200,000	
	Year 2 Cost Total				10,880,000
Total Grant Requested (A+B+C)					49,960,000

Per Learner Grant Detail

Cost Detail	Cost	Learner Covered	Per Learner Cost
One Time Cost	28,200,000	10,000	2,820
Annual Cost	10,880,000	2,000	5,440
Per Learner Fee Amount			8,260

Cost Recovery Detail

Revenue Detail	Unit	Per Unit Amount	Amount
Year 1			
Placment Fee	2,000	1,000	2,000,000
40% of fee to be paid back by students after placment	2,000	3,304	6,608,000
Content & Technology Lisence to other Players in this space	5,000	500	2,500,000
			11,108,000
Year 2			
Placment Fee	2,000	1,000	2,000,000
40% of fee to be paid back by students after placment	2,000	3,304	6,608,000
Content & Technology Lisence to other Players in this space	10,000	500	5,000,000
			13,608,000
Year 3			
Placment Fee	2,000	2,000	4,000,000
60% of fee to be paid back by students after placment	2,000	4,956	9,912,000
Content & Technology Lisence to other Players in this space	20,000	500	10,000,000
			23,912,000
Year 4			
Placment Fee	2,000	2,000	4,000,000
60% of fee to be paid back by students after placment	2,000	4,956	9,912,000
Content & Technology Lisence to other Players in this space	40,000	500	20,000,000
			33,912,000
Year 5			
Placment Fee	2,000	2,000	4,000,000
60% of fee to be paid back by students after placment	2,000	4,956	9,912,000
Content & Technology Lisence to other Players in this space	80,000	500	40,000,000
			53,912,000

Self Sustain Model

Year	Annual Cost*	Annual Revenue	Difference
Year 1	16,520,000	11,108,000	(5,412,000)
Year 2	16,520,000	13,608,000	(2,912,000)
Year 3	16,520,000	23,912,000	7,392,000
Year 4	16,520,000	33,912,000	17,392,000
Year 5	16,520,000	53,912,000	37,392,000

*Per Learner Fee x Number of Learner (8260 x 2000)

Grant Disbursement Schedule

Advance for One Time Cost post signing the agreement	10,000,000
End of Project Year 1 Q1	4,995,000
End of Project Year 1 Q2	4,995,000
End of Project Year 1 Q3	4,995,000
End of Project Year 1 Q4	4,995,000
End of Project Year 2 Q1	4,995,000
End of Project Year 2 Q2	4,995,000
End of Project Year 2 Q3	4,995,000
End of Project Year 2 Q4	4,995,000
Total Grant	49,960,000

IDTS DELIVERABLES

KarmYog Deliverables

- Design, development and implementation of Learning-ware with Technology platform
- Class & Lab Set Up
- Selection and Training of 20 Trainers
- Technology backed Mobilization of 40000 candidates across east India
- Training of 10000 candidates
- Facilitate candidates in getting their License
- Facilitate candidate in Placement
- Facilitate candidate in Third Party Assessment & Certification

Kolkata Police Deliverables

- Subject matter expertise on the topics of Traffic and City safety and management
- Make Special Campus TTS Tala, Tala Kolkata and its staff available as per course requirement
- Make Ancillary Locations (JAAAGO learning clubs at 25 traffic guards) and its staff available as per course requirement
- Support at RTO to get Candidate License in fair manner
- Space for Mass Communications on Traffic Booths across Kolkata
- Availability of top management of Kolkata Police at major promotional shows and events

IDTS CURRICULAM & APPROACH

IDTS would broadly cover the following Job Roles (QP NOS)

Automotive Skills Development Council

- ASC/Q9702 - LMV Driver Level 3
- ASC/Q9703 - Commercial Vehicle Driver Level 4
- ASC/Q9705 - Taxi Driver

Tourism & Hospitality Skills Council

- THC/Q4202 - Tour Vehicle Driver

Given below is sample curriculum and approach for one of the QP NOS. Also given details of trainer and lab requirements

Curriculum

This program is aimed at training candidates for “Light Motor Vehicle Driver Level 3” in the “Manufacturing” sector / industry. It aims at building the following key competencies:

1. Ensuring road worthiness of vehicle
2. Drive safely on the assigned route within limited geography
3. Practice HSE and security related guidelines

This Course encompasses 4 out of 4 National Occupational Standards (NOS) of “Light Motor Vehicle Driver Level 3” ASC/Q 9702” Qualification Pack issued by “Automotive Skills Development Council”.

S No.	Topic / Module	Duration (in Hrs)	Key Learning Outcomes	Corresponding NOS Code
1.	Ensuring road worthiness of vehicle		<ul style="list-style-type: none"> • check that the vehicle meets basic legal and compliance related requirements as per: • the organization guidelines e.g. rule books of STUs • CMVR guidelines from MoRTH and other guidelines issued by Road Transport Authorities like RTOs • any other safety, security and environmental guidelines • check vehicle service record indicative of any history of technical defects or immediate need for servicing like oil/filter change • record any other 	ASC/N 9703

			<p>deviations observed during the trip</p> <ul style="list-style-type: none"> • supervise and ensure all basic technical checks have been carried out as per standard organization check list /procedure • report actual or possible defects to the senior driver or owner or service supervisor in enough detail so they can diagnose the problem • In consultation with owner conclude about the road worthiness of vehicle and if found unfit to decide to use another vehicle. • company's policies on: road worthiness requirement; basic compliance to technical requirements and standards; safety and hazards CMVR guidelines and other specific local regulations 	
2.	Drive safely on the assigned route within limited geography		<ul style="list-style-type: none"> • Confirm all checks have been carried out for road worthiness of the vehicle. • Confirm all papers and documents including driving license, vehicle documents and documents related to goods etc area available. • conform to standard driving practices • Non usage of mobile phones while driving • Practice safe driving techniques: <ul style="list-style-type: none"> ▪ No over speeding ▪ No drunken driving ▪ Wear seat Belt/Helmet ▪ Follow Traffic Signs and Signals ▪ Practice Lane Driving ▪ Over-taking rules ▪ Safe Parking ▪ Rail road crossing safety ▪ Emergency Vehicles protocols ▪ Pedestrian safety 	ASC/N 9704
3.	Practice		<ul style="list-style-type: none"> • spot and report potential 	ASC/N 0012

	<p>HSE and security related guidelines</p>		<p>safety issues while driving</p> <ul style="list-style-type: none"> • follow rules and regulations laid down by transport authorities • follow company policy and rules to avoid safety, health and environmental problems • ensure cleanliness of vehicle • escalate issues related to cleanliness and hygiene issues to concern department • escalate issues related to hazardous material (if not reported in case of goods transport) to concerned authority – internal and external • take immediate and effective action to limit the danger or damage, without increasing the danger or threat to yourself or others • follow instructions or guidelines for limiting danger or damage • escalate the issue immediately if you cannot deal effectively with the danger • give clear information or instructions to others to allow them to take appropriate action • record and report details of the danger in line with operator guidelines • report any difficulties you have keeping to your organization’s health and safety instructions or guidelines, giving full and accurate details • Check the exhaust as per the recommended guideline and ensure the vehicle is meeting the emission norms. In case not get the vehicle re-tuned/adjusted. • Get the waste from routine cleaning, changed spare parts etc. disposed off as per environmental 	
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			norms.	
4.	Generic Skills		<ul style="list-style-type: none"> • Read and understand technical standards of vehicle operation in terms of fuel system and other control systems in vehicle. • document technical issues pertaining to vehicle • To communicate effectively in local language. • communicate information in a format that meets the requirements • seamless coordination with colleagues • assist others who require help • keep oneself updated with the new vehicle technologies and functionalities • gain knowledge/ experience from working on different routes • to effectively communicate the safety, cleanliness and emergency issues • keep all the safety equipment in an organized manner so that there is no difficulty to find them • keep the work environment clean 	ALL NOSs
5.	Professional Skills		<ul style="list-style-type: none"> • when not to use the vehicle due to technical and/or compliance related issues • how to learn from past mistakes and identify potential problems • plan and drive based on traffic and road condition using radio links/navigation aids where available • for long routes, in order to avoid excessive fatigue the individual should plan duty handover schedule with fellow Drivers in coordination with depot/branch office • fitness of vehicle for safe driving • Fuel saving tips • Documents to be carried while starting to drive 	ALL NOSs

6.	Driving in dangerous conditions		<ul style="list-style-type: none"> • Driving at Night • Driving in Fog • Driving in Rains • Driving in Snow/Ice • Overloading • Driving in Hills • In case of Break down 	
7.	In case of Accidents		<ul style="list-style-type: none"> • Emergency Action principles • Artificial Respiration • Emergency Response 	
8.	Defensive Driving		<ul style="list-style-type: none"> • What is Defensive Driving? • Tailgating • Managing Vision • Observation/ Anticipation • Fatigue • Distraction • Be Safe. Be Seen • Road Rage • Car Jacking • Risk Points • C.O.A.S.T (summing up defensive Driving) 	
9.	Life Skills		<ul style="list-style-type: none"> • Concentration and Alertness • De- Addiction • Self-awareness and emotional stability • Empathy and better understanding, communication skill • Curiosity and Knowledge Road Intelligence • Importance of Physical Fitness • Punctuality • Self-Discipline and compliance to Rules • Accounts Management and Tech Savvy, organized 	

Other Details

(Based ASC/Q9714 _Chauffeur / Taxi Driver NSQF Level 4)

Minimum qualification for Trainers

Minimum qualification of Trainers	Min years of experience	Remarks/ Brief Description of the Desired Trainer Profile
ITI	5	graduate/ ITI with LMV driving license - well versed in driving
Graduate	5	graduate/ ITI with LMV driving license - well versed in driving

Minimum required Class room & Lab Size (in sq ft)

Class room Size	Lab Size
500 Sq Feet	300 Sq Feet

Prescribed Duration of the training & common norms category

Theory	Practical	Additional Duration: Entrepreneurship and Soft skills	Additional Duration: Digital Literacy - Not to be counted in total hours - trainee will undergo this on his/her own via online - available in English and Regional Languages at indiaskilsonline.com	Training Duration (excluding Digital Literacy)	Content Available	Common Norms Category	Classification A: Regular Class& lab C: High Capex	Manufacturing / Service	Technical / Non-Technical	Industry visit/OJT - Not applicable (NA)
160	240	40	20	440	Yes	I	C		Technical	100

Tools & Equipment required in Lab

Equipment Name	Minimum number of Equipment required (per batch of 30)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification /Description of the Equipment/ ANY OTHER REMARK
Air Compressor	1	unit	Yes	
Clutch Plate, Pressure Plate	1	units	Yes	Good & Failed parts
Driving Range For Basic Practice & Steering Control	3	acre	No	
Engine Assembly (Petrol Or Diesel)	1	units	Yes	
Engine Parts Like Piston, Liner, Valves	1	units	Yes	Good & Failed parts
First aid kit	1	units	Yes	to be regularly replenished
fire extinguisher	1	units	Yes	ABC type & duly refilled
Front Axle	1	units	Yes	LMV/HMV range
Gearbox	1	units	Yes	LMV/HMV range
Hand Tools For Vehicle Maintenance	1	set	Yes	spanners & sockets for the vehicle on hand
Inspection Pit/Ramp	1	units	No	alternate to lift

Lmv Vehicle	1	units	Yes	in working condition
Prop Shaft	1	units	No	good & failed part
Rear Axle	1	units	Yes	
Road Signs Chart	1	set	Yes	
Simulators	1	units	Yes	LMV

Traffic Signal Chart	1	set	Yes
Transmission parts	1	units	Yes
Tyre Inflator	1	units	Yes
Tyre Repair Kit	1	units	Yes
Wall charts	1	set	Yes

IDTS TIMELINES (Year 1 & 2)

Task Table	Start Date	No of days required	End Date	Responsibility
Deliver the Final Proposal to Coal India	20/02/17	5	25/02/17	KarmYog
Formalize agreement between KarmYog Foundation & Coal India		-		Mutual
First disbursement of pre-sanctioned CSR fund of Rs.1 Cr		-		Coal India
Work Start on Content				KarmYog
Work Start on Class Set Up				KarmYog
Work Start on Trainer Recruitment				KarmYog
Work Start on Train the Trainer				KarmYog
Work Start on Mobilization				KarmYog
Batch 1 Selection				KarmYog
Second disbursement of pre-sanctioned CSR fund of Rs. 49.95 Lac				Coal India
Batch 1 Training Start				KarmYog
Parallel Mobilization				KarmYog
Parallel Placement Linkages				KarmYog
Batch 2 Training Start				KarmYog
Parallel Mobilization				KarmYog
Parallel Placement Linkages				KarmYog
Third disbursement of pre-sanctioned CSR fund of Rs. 49.95 Lac				Coal India
Batch 3 Training Start				KarmYog
Parallel Mobilization				KarmYog
Parallel Placement Linkages				KarmYog
Batch 4 Training Start				KarmYog
Parallel Mobilization				KarmYog
Parallel Placement Linkages				KarmYog
Batch 5 Training Start				KarmYog
Parallel Mobilization				KarmYog
Parallel Placement Linkages				KarmYog

Gantt Chart to be worked upon as per timeline

KARMYOG CREDENTIALS

About KarmYog for 21st Century

Headquartered in Kolkata, KarmYog for 21st Century, is a consortium of institutions that combines together to offer an entirely new approach to learning using media and technology. It is led by visionary educationist Mahacharya shri sourabh J. sarkar, who started his first eLearning company at the inception of the industry. His companies have created learning-ware for corporate across the globe for 17 years.

KarmYog Education Network (KEN) Managing Director, Dr. Chuck Schreiner, PhD Psychology, from Los Angeles, USA has joined hands with sourabh-ji because he recognized shri sarkar's unique talent and capacity to create extraordinary learning experiences. At 63, Dr. Schreiner spends most of his time in India because he believes what shri sarkar is doing is profound and important.

KarmYog Education Network (KEN), an integral part of the KY movement, is an Authorized Training Partner of the National Skill Development Corporation (NSDC). In January 2012, KEN launched 'Pawan Ko Kahin Dekha Kya', a training programme for drivers using KEN's proprietary learning approach OmniDEL™. In a short span of 1 year and 11 months KEN trained almost 20,000 drivers across 16 cities--including 1200 drivers for Kumbh Mela 2013 in Allahabad--- transforming the way they think and work. In 2013, the OmniDEL™ a path-breaking method in learning, developed by shri sourabh j. sarkar, was selected as the Best Learning Method among all the skill development partners in India by NSDC.

About OmniDEL™

The heart of learning is the learning experience of the student. The heart of KEN is our OmniDEL™ approach to designing learning experience. OmniDEL™ stands for **Omni Dimensionally Engaging Life & Learning**. Our **OmniDEL™** is a groundbreaking approach to learning that engages the physical, pranic, mental and spiritual aspects of learners. The result of this approach is a much more energized, engaged and motivated learner.